

SMS 2010

FCC Presentation

March 1, 2011

PURPOSE

- To provide a transition team structure that widely represents the toll free industry, including the current SMS/800, Inc. and DSMI
- To ask the FCC “charge” this transition team to design and implement a new SMS management structure with varied representation and wide industry acceptance
- To ensure that SMS/800, Inc. provide all necessary documentation and budgets for necessary for planning purposes

INDUSTRY COMMENTS

- X5 Solutions, SMS in dire need of new management as a provider of toll free services to urgent care operators and the government, X5 could not be more emphatic in its recommendation the FCC implement the suggested changes, By **Nathan Bledsoe** - Feb 18
- Telecom Association Supports the SMS 2011 Initiative , By **Dan Baldwin** Executive Director - Feb 21
- WCI supports the SMS 2011 Initiative we need a voice at the table and direct representation By **Michael Terpening** President & CEO WCI - Feb 20
- Dial 800 believes the SMS/800 should adopt a new structure , By **Scott** - Feb 24
- Viniculum MS changes needed - I support the change in the SMS management as described and this needs to be done now, By **Scott Goodwin** - Feb 22
- United Gateway: SMS overhaul ensure that input and management of such a vital part of our industry is shared with the overall industry, By **United Gateway** - Feb 18
- Primary Wave supports SMS 2011 a more accessible and transparent organization providing active changes to the RespOrg tariff, By **Gregg Hamerschlag** - Feb 18
- Custom Toll Free: We need industry input, By **Michael Evans** President - Feb 17
- ABC supports new management, By **Tony Kinnear** – Feb 17

<http://groups.google.com/group/sms800NewManagement>

WHO IS SMS 2011?

- A blend of RespOrgs reflecting the RespOrg community
 - All 477 RespOrgs, 800/SMS, Inc. and DSMI were invited to a call from which this group was formed . The initial group is listed below, however the last two were removed by SMT
1. Two non-traditional service providers
 2. Two Carrier RespOrgs, including a LEC and CLEC
 3. One independent RespOrgs
 4. One RBOC
 5. Two SCP owner/operator
 6. One SMS/800 Board member
 7. Two DSMI managers

WHY IS THERE A NEED AND WHY NOW?

- Since 1991 the toll free industry has changed. A dozen RespOrgs have become 477 RespOrg operations using SMS in unique and new ways
- IP based networks and other new services need management that can innovate instead of react, including keeping the FCC up to date with needed new regulation
- The industry needs options other than six landline companies, three of which control the network . These three companies have financial interests in the status quo

WHAT ARE WE ASKING?

- An order establishing a transition team for the purpose of planning and implementing a new SMS management organization within six months
- The team to consist of:
 1. One current SMS/800, Inc. board member
 2. Current SMS/800, Inc. external legal counsel
 3. Michael Wade and Anil Patel from DDMI
 4. Three members from the SMS 2011 committee
 5. Three company members from the RespOrg community
 6. One SCP Owner/Operator

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Members of the Team

- 1-800-TELESMART Brian Lynott
- ATL Communications Aelea Christofferson
- csf Corporation Steven S. Levinn
- Level 3 Communications Monica O'Neill
- Qwest Communications Pam Cox
- Windstream Communications Tom Houlihan